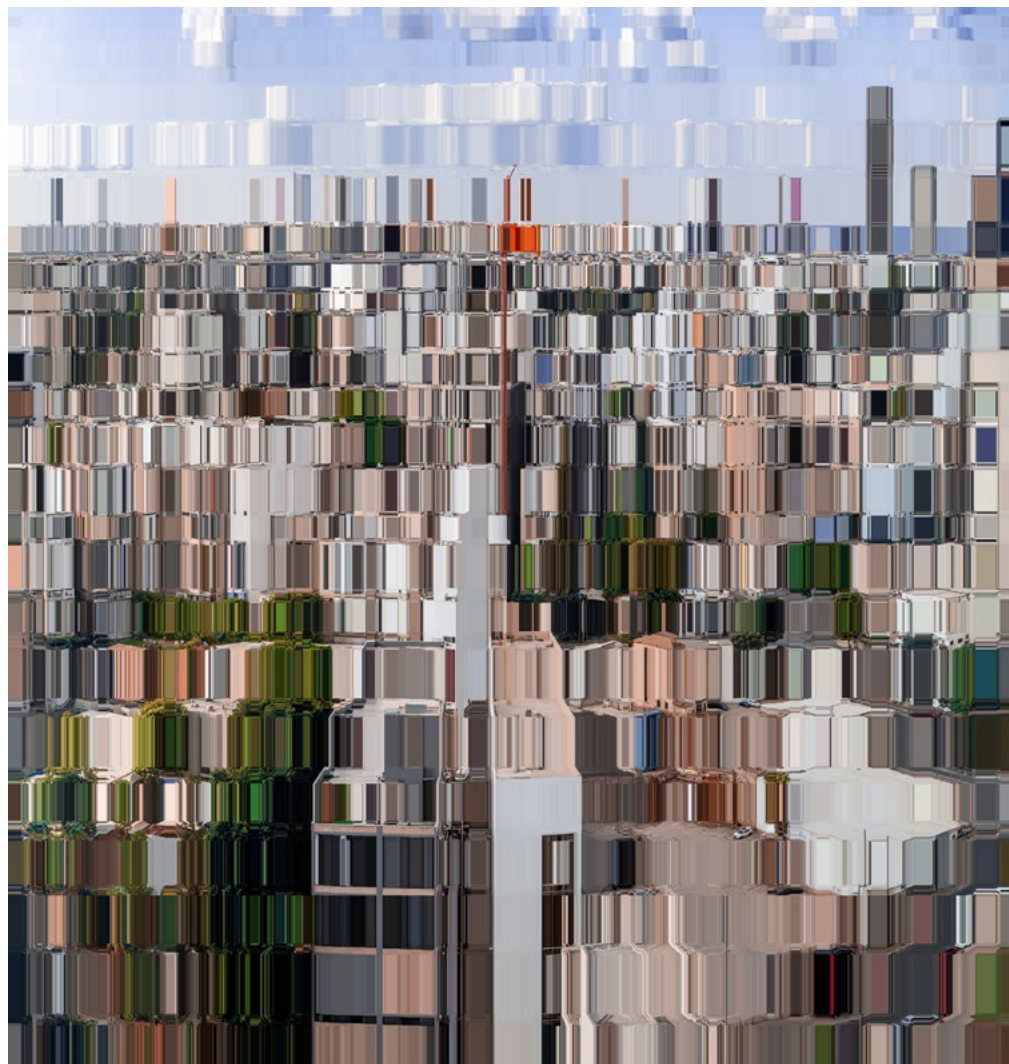


# Asaf Gam Hacoheh

Asaf7766@gmail.com | +972-524745454

[Asafgamhacohen.com](http://Asafgamhacohen.com) | [facebook](#)

## The Certainty of Uncertainty: A survival Guide in a Fluidic Reality



**Neve Shaanan #1 | 2020**

150X150 cm

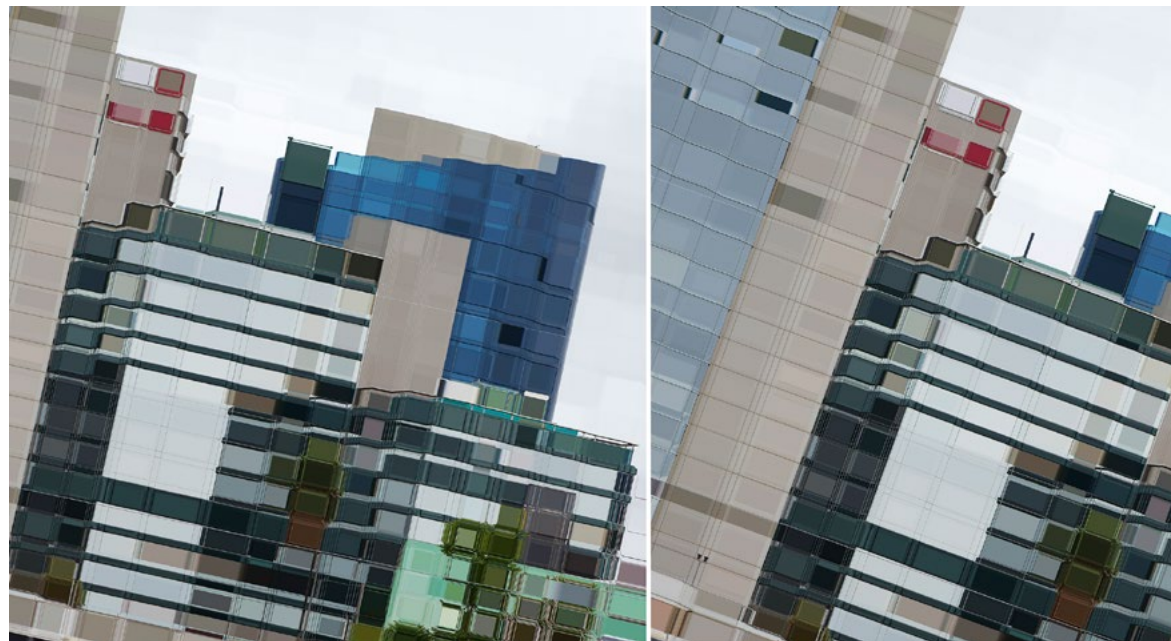
Pigment printing on a woven wallpaper

## The Certainty of Uncertainty: A survival Guide in a Fluidic Reality

It seems to me that the world has gone mad, the immediate reality changes at such a frequency, that it is almost impossible to keep up, let alone digest it and adjust to it. I once considered a possible escape to America, where I would live in peace; now that dream has evanesced. In the present situation, the certainty in uncertainty is the only thing left to hang onto, so I have decided to surrender and become dedicated to the cause.

The current project is the outcome of this existential state and it expresses the lack of probability in attempting to contain this reality. These works are based on a dual observation. The first – from a distance; the image is vibrant, glitters like a jewel, a futuristic utopia. The second – from up close; a bitter truth is exposed – the daily grey, shredded reality in which the rules of the game have been broken, relationships have been severed, and all passersby live their lives on their own separate plains – physical detachment vis-à-vis a physical connection.

The aesthetics of the guide is futuristic, despite its digital appearance and simple technique, it is completely manual and laborious. The act of stretching one pixel at a time, duplicates it and reveals its genetic spectrum of light and color, characteristic of the location, in a way that does not cease to captivate and excite me.



**Down town TLV | 2016**  
160X300 cm  
Archival pigment printing

A survival Guide in a Fluidic Reality : Merge visible

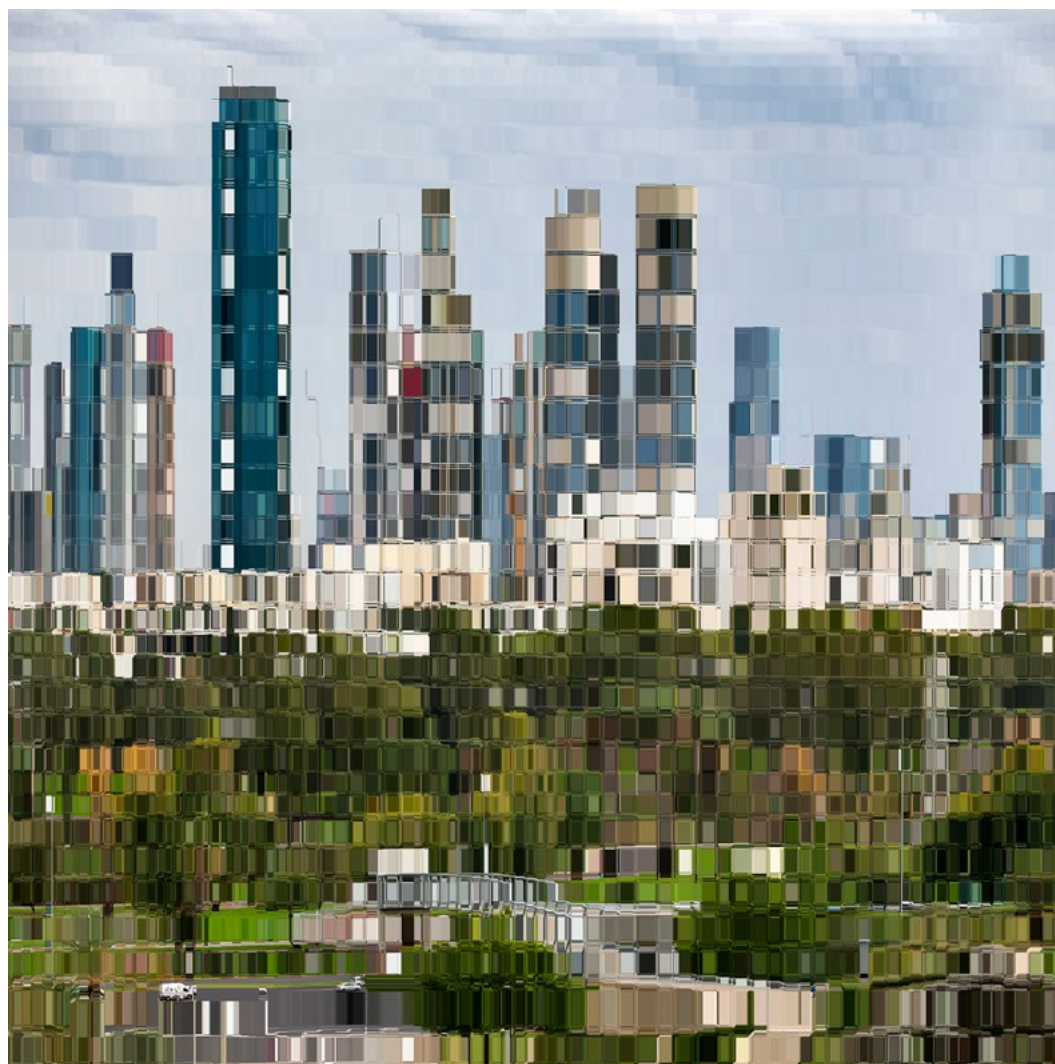


**Eben-Gabirol st- TLV | 2021**

150X150 cm

Archival pigment printing

## The Certainty of Uncertainty: A survival Guide in a Fluidic Reality

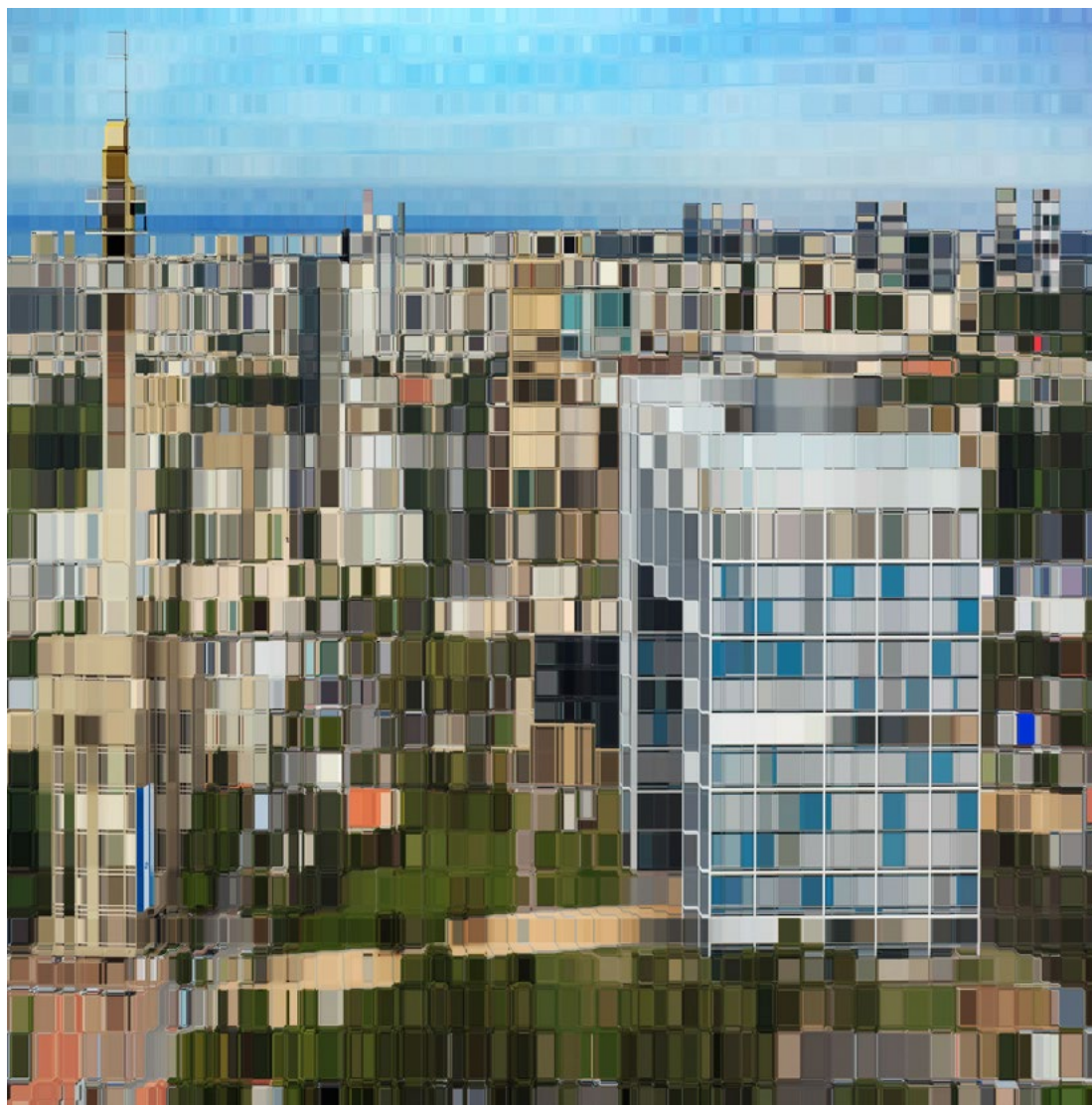


**Joshua gardens, TLV | 2021**

150X150 cm

Archival pigment print

A survival Guide in a Fluidic Reality : Merge visible

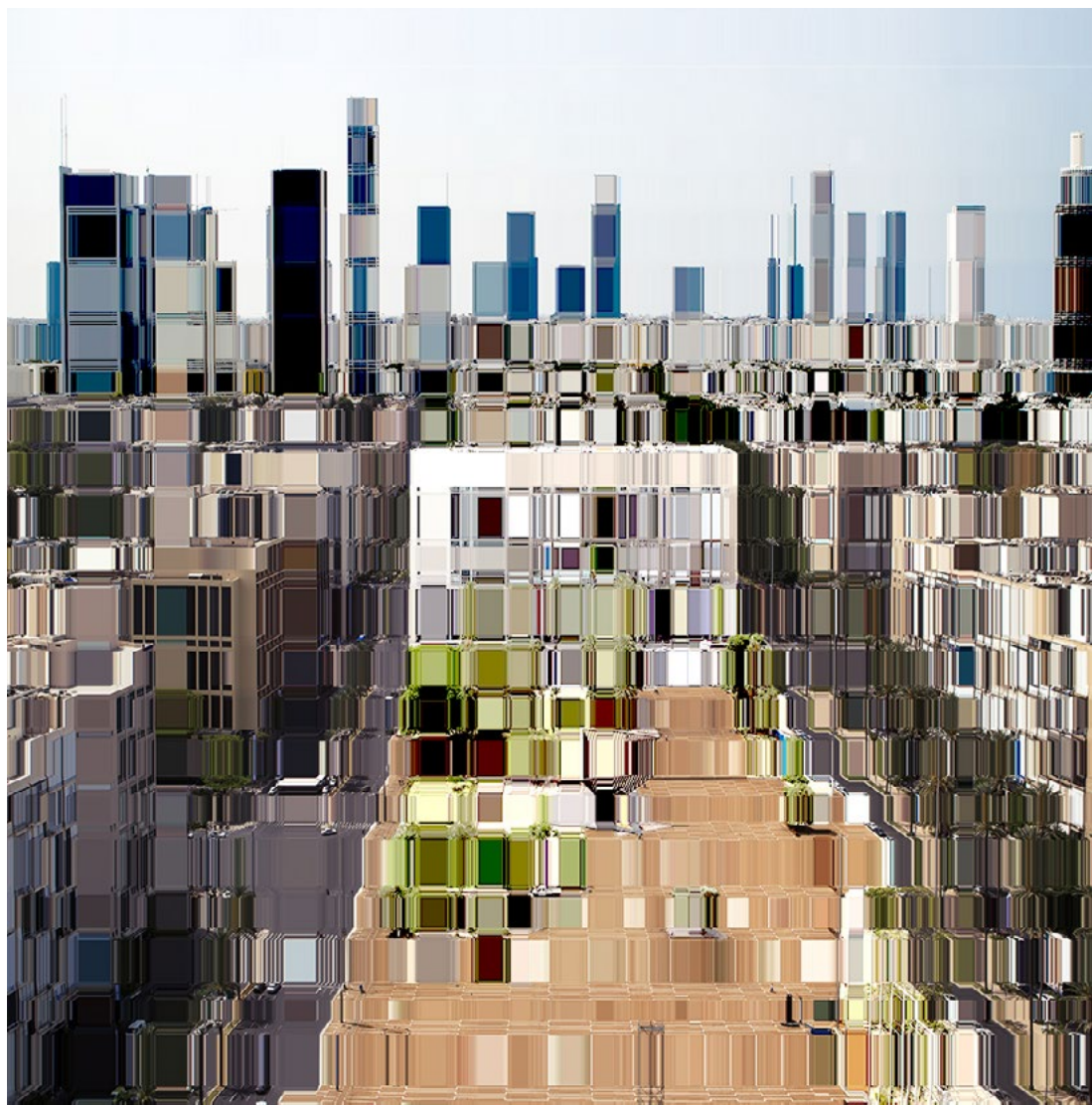


**Hakiria Military camp- TLV | 2021**

150X150 cm

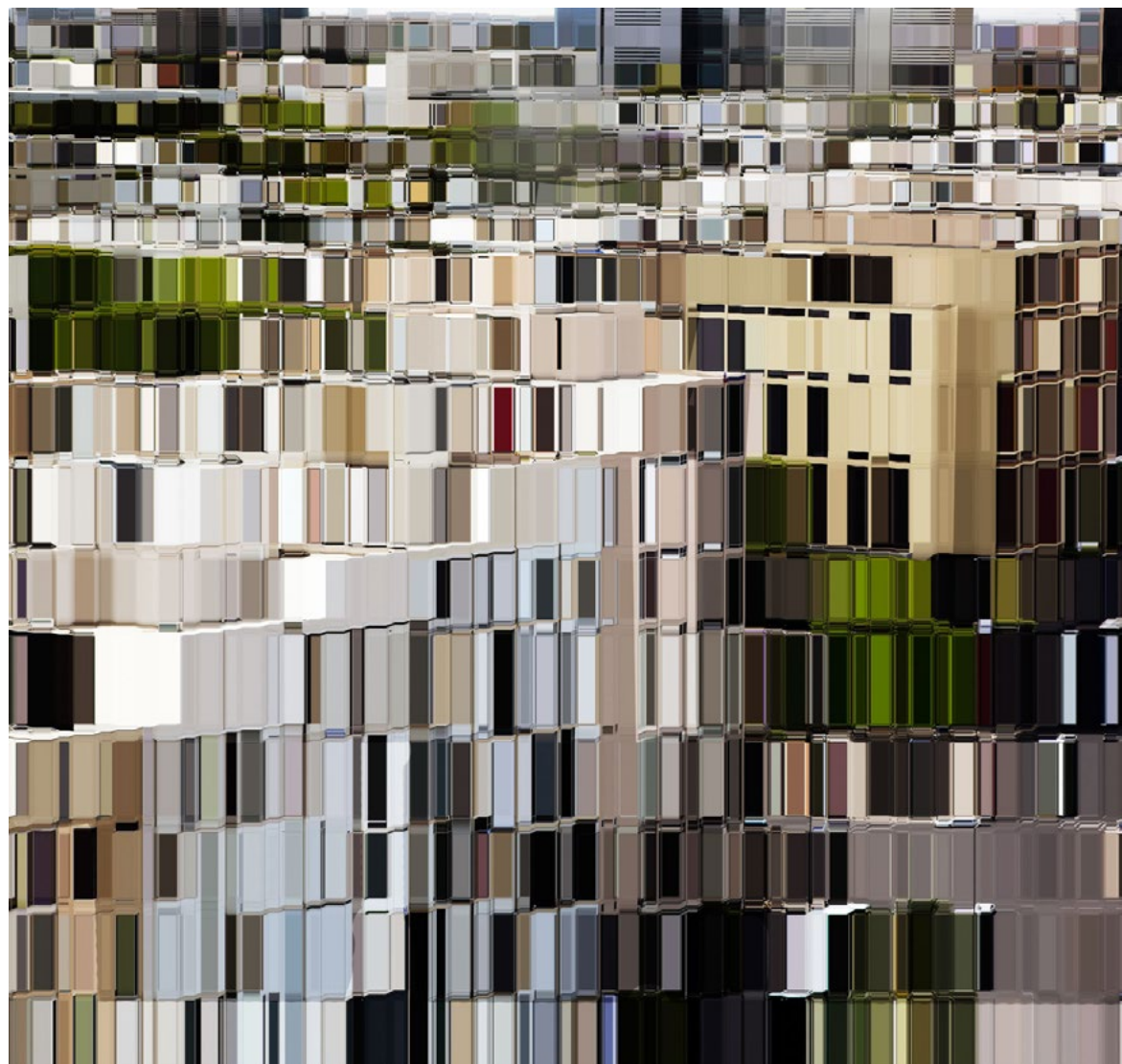
Archival pigment printing

A survival Guide in a Fluidic Reality : Merge visible



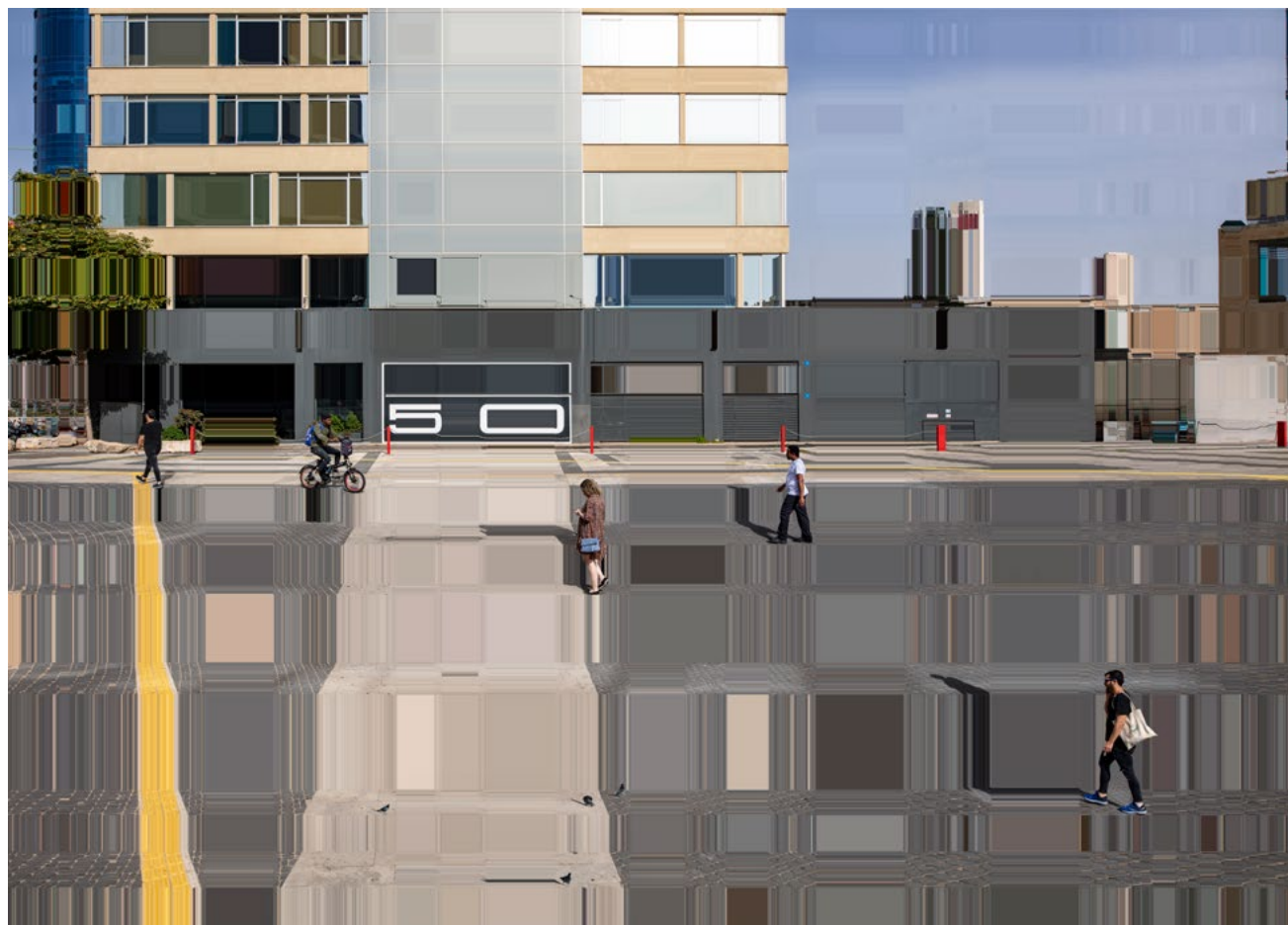
**Rabin Square, Tel Aviv | 2014**  
250X250 cm  
Pigment printing on a woven wallpaper

A survival Guide in a Fluidic Reality : Merge visible



**Eben-Gabirol st- TLV | 2017**  
110X110 cm  
HD metal printing over aluminum board

## The Certainty of Uncertainty: A survival Guide in a Fluidic Reality

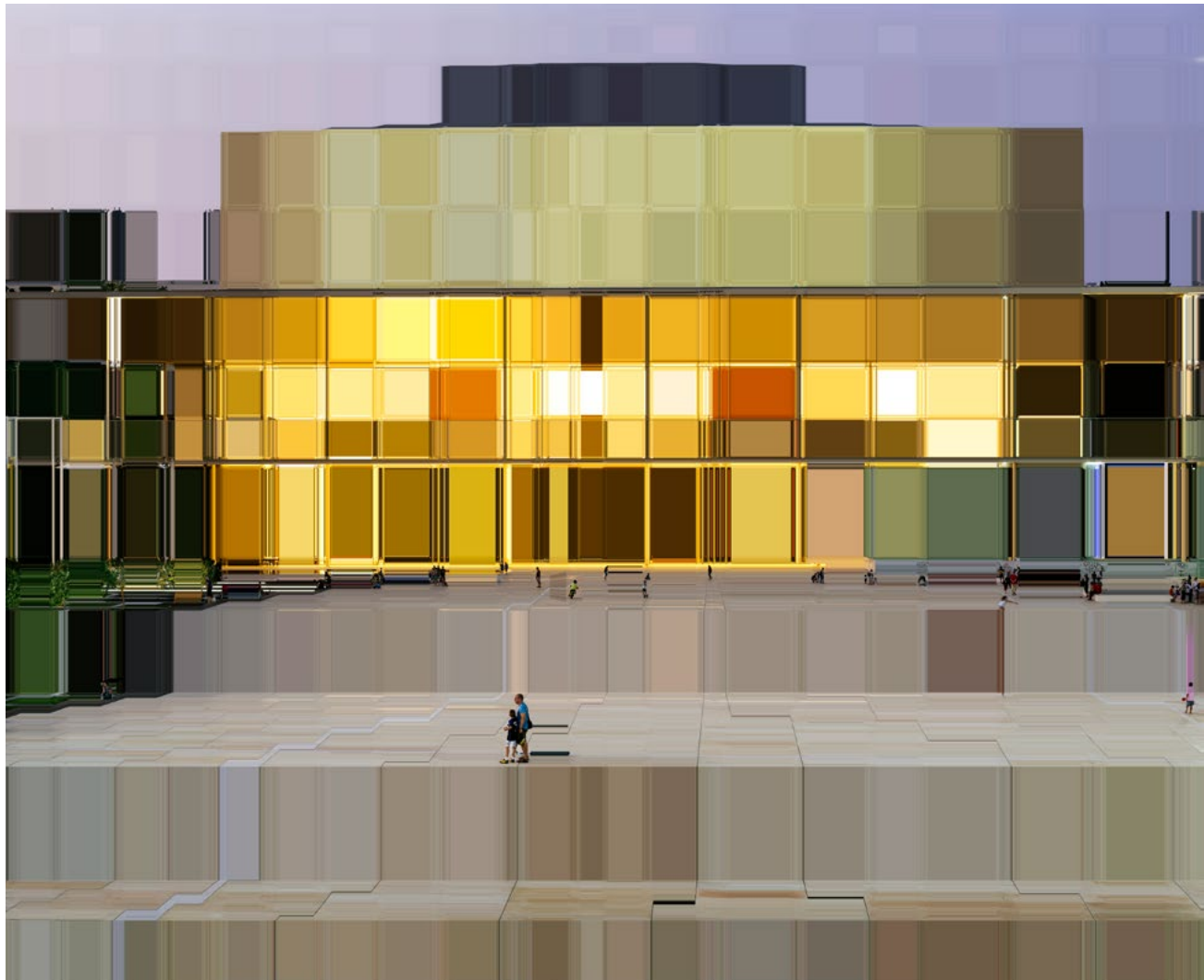


**Begin road 50, Tel Aviv | 2019**

110X165 cm

Archival pigment print

## The Certainty of Uncertainty: A survival Guide in a Fluidic Reality



**The culture square (Habima), Tel Aviv | 2018**

100X120 cm

HD metal printing over aluminum board

## A survival Guide in a Fluidic Reality : Merge visible



**A coffee shop in Tel Aviv | 2014,**  
70X90 cm  
HD metal printing over aluminum board

A survival Guide in a Fluidic Reality : Merge visible



**The old central bus station Tel Aviv #1 | 2014**

200X300 cm

Pigment printing on a woven wallpaper

## A survival Guide in a Fluidic Reality : Merge visible



**The old central bus station Tel Aviv #2 | 2014**

75X113 cm

HD metal printing over aluminum board

## The Certainty of Uncertainty: A survival Guide in a Fluidic Reality



**Chinatown Manhattan | 2021**

120X180 cm

Archival pigment print

# The Certainty of Uncertainty: A survival Guide in a Fluidic Reality



**High Line NYC | 2019**  
150X150 cm  
Archival pigment print

## The Certainty of Uncertainty: A survival Guide in a Fluidic Reality

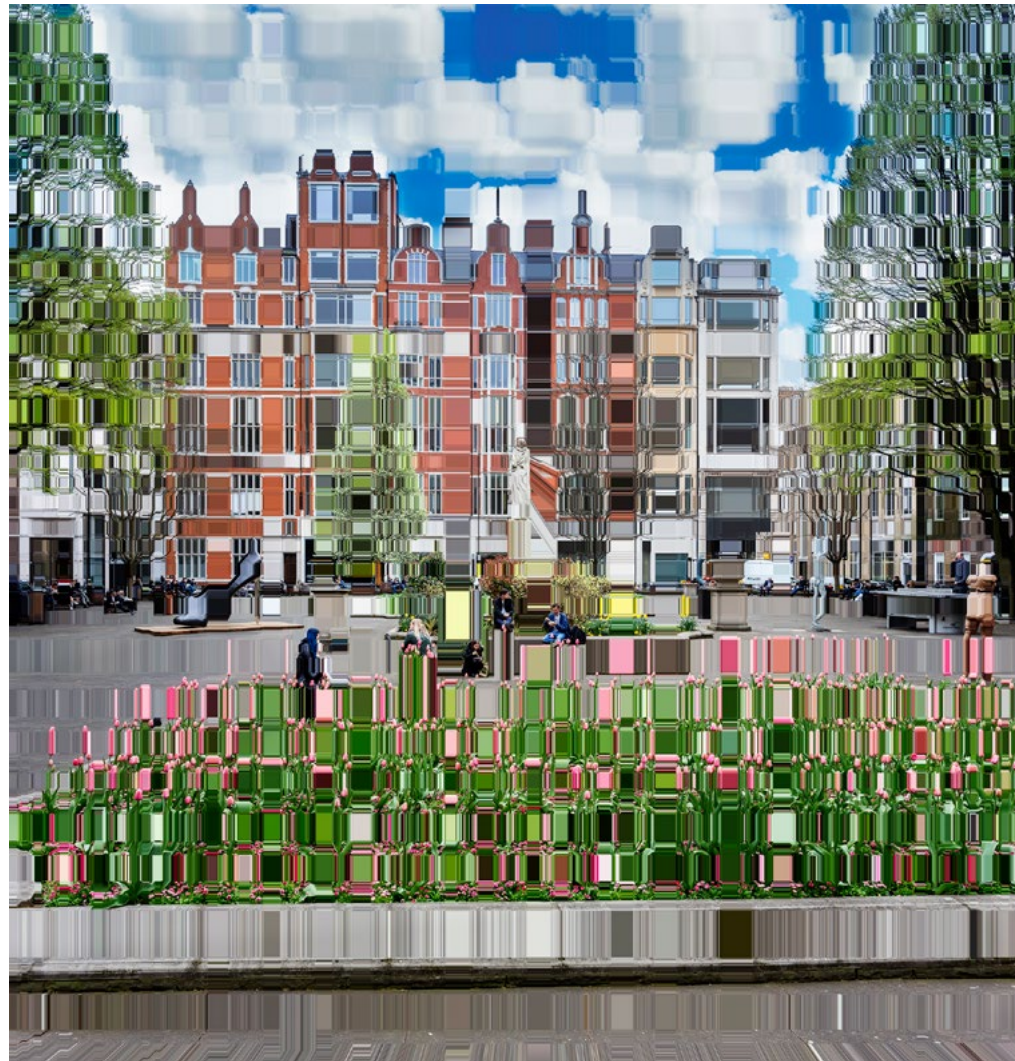


**The Rijksmuseum, Amsterdam | 2020**

150X150 cm

Archival pigment print

## The Certainty of Uncertainty: A survival Guide in a Fluidic Reality



**Soho's Golden Square, London | 2018**

110X110 cm

HD metal printing over aluminum board

## The Certainty of Uncertainty: A survival Guide in a Fluidic Reality

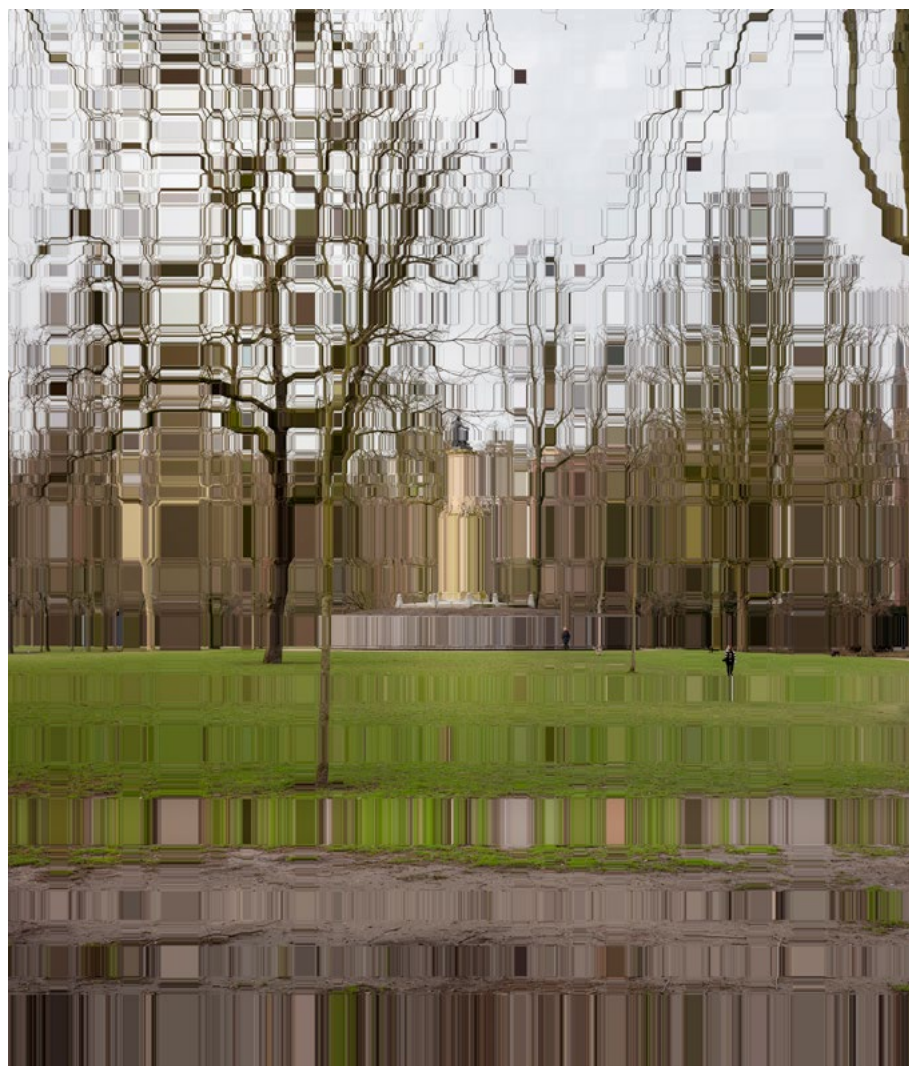


**Tate Modern ground floor #1, London | 2018**

110X110 cm

HD metal printing over aluminum board

## The Certainty of Uncertainty: A survival Guide in a Fluidic Reality

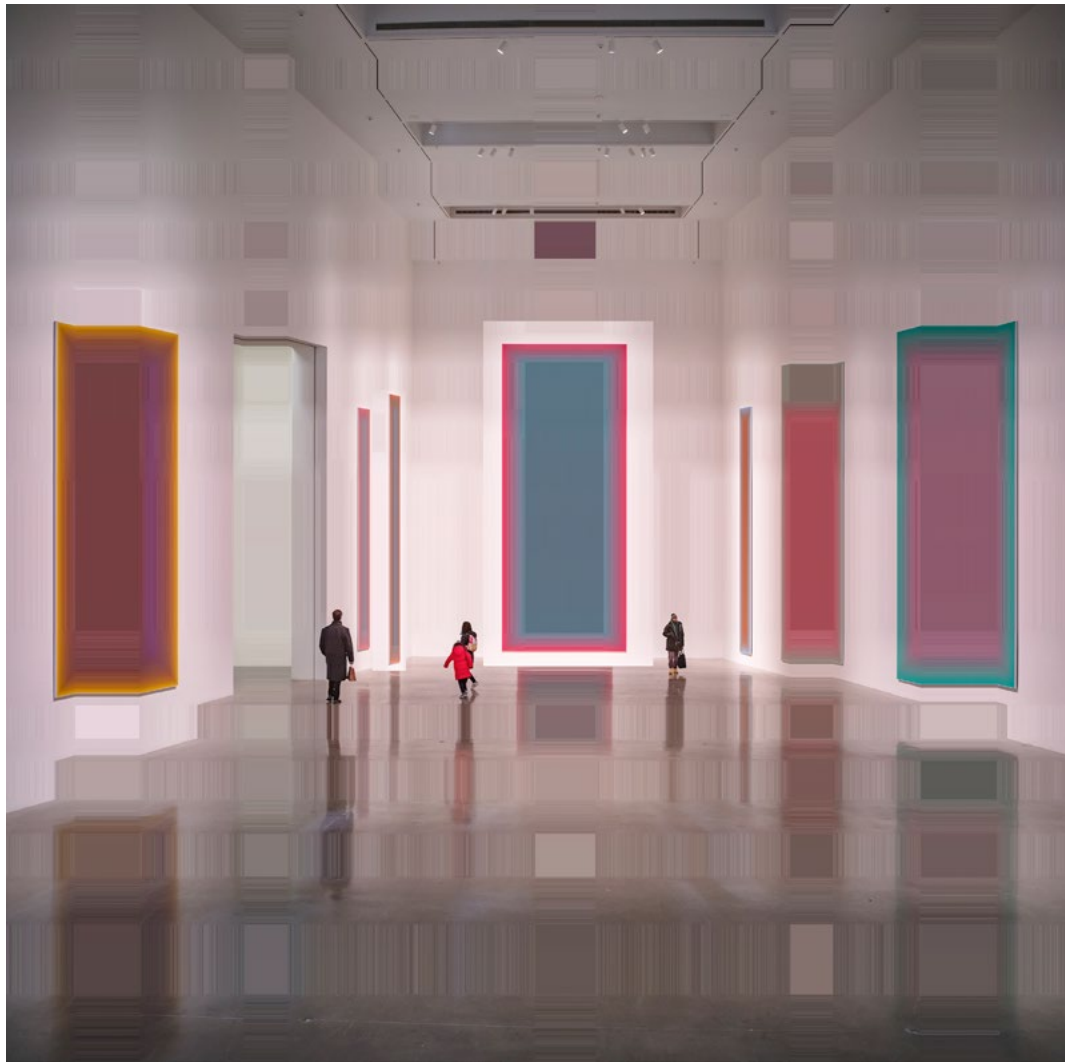


**Vondel Park Amsterdam | 2018**

120X180 cm

Archival pigment print

## The Certainty of Uncertainty: A survival Guide in a Fluidic Reality

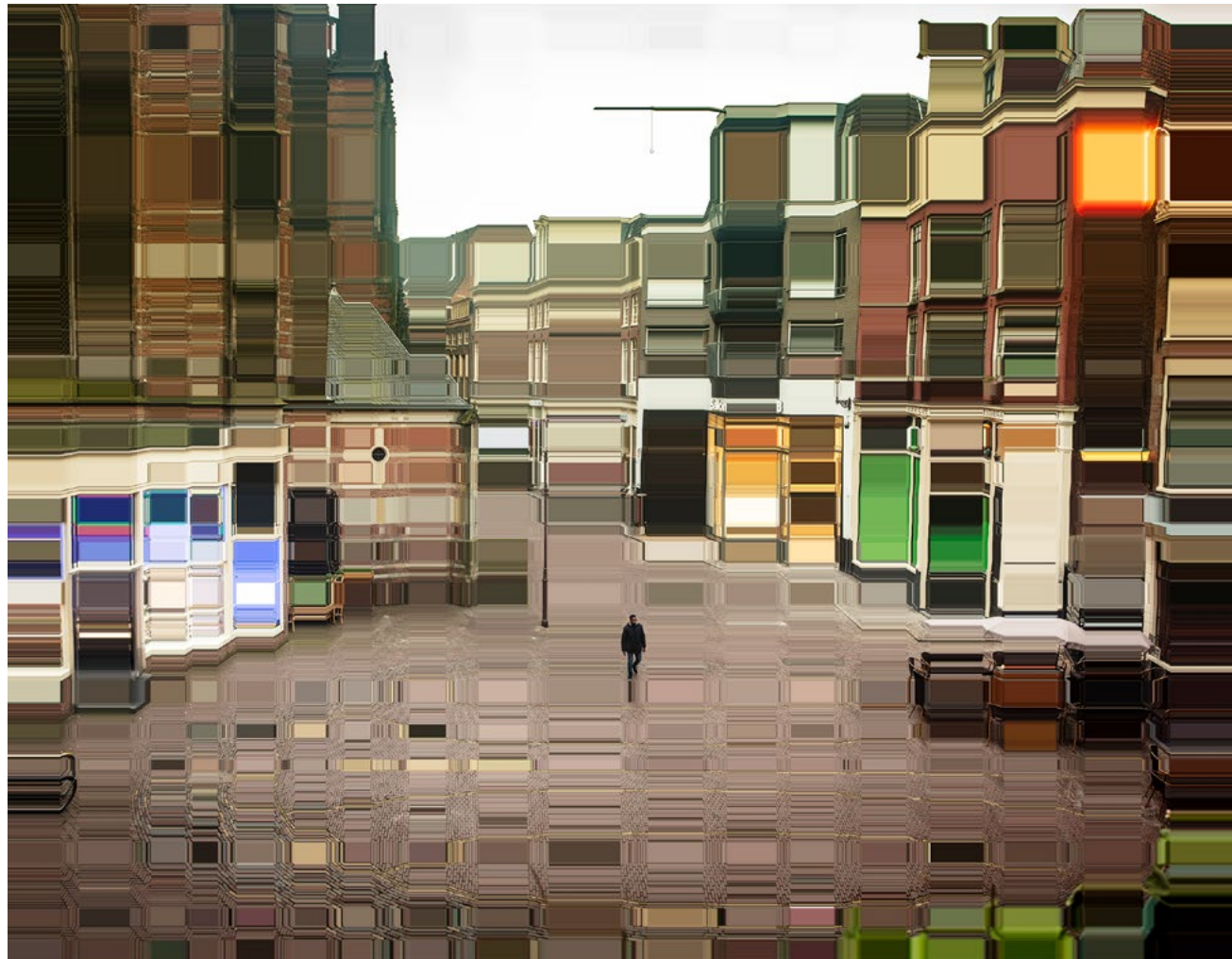


**Exhibition #1-NYC | 2019**

110X110 cm

HD metal printing over aluminum board

## The Certainty of Uncertainty: A survival Guide in a Fluidic Reality

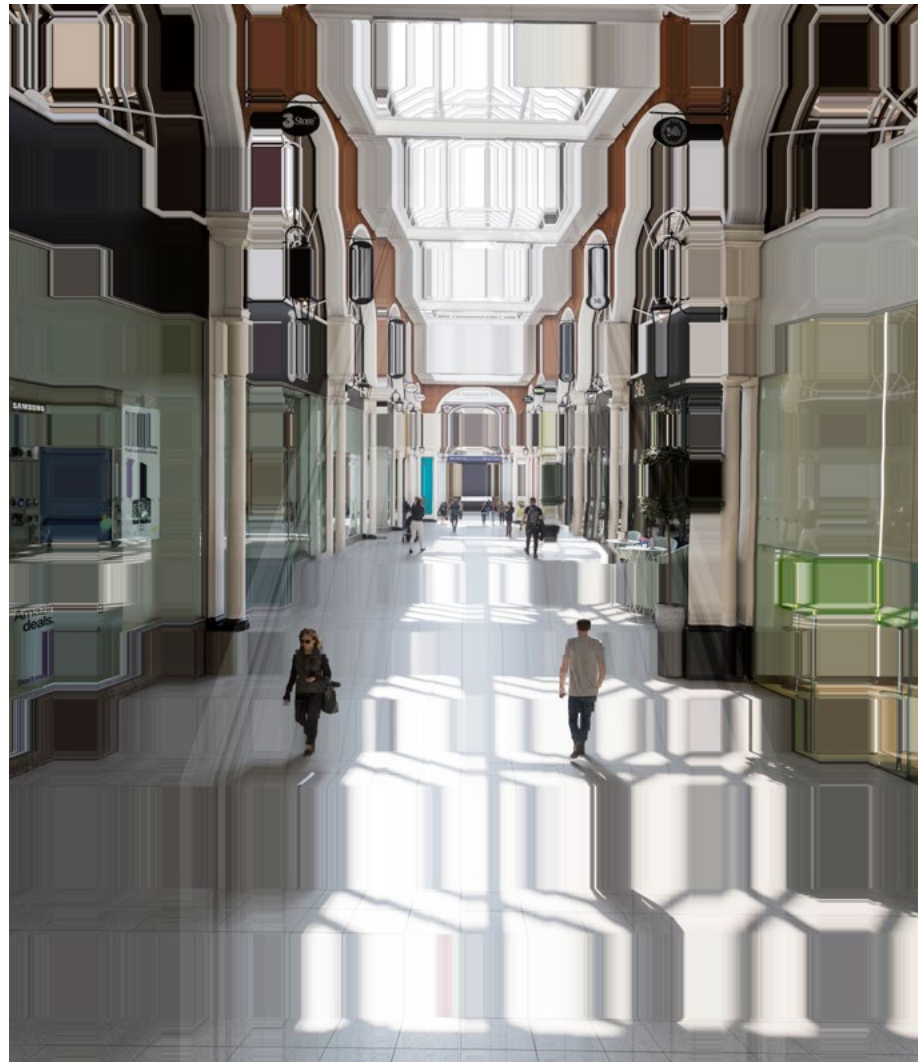


**Behind the Royal Palace, Amsterdam | 2018**

110X140 cm

HD metal printing over aluminum board

## The Certainty of Uncertainty: A survival Guide in a Fluidic Reality



**High street Kensington station, London | 2018**

150X190 cm

Archival Pigment printing

## The Certainty of Uncertainty: A survival Guide in a Fluidic Reality



**Liverpool street station 18:32 | 2018**

150X150 cm

Archival pigment print

# The Certainty of Uncertainty: A survival Guide in a Fluidic Reality

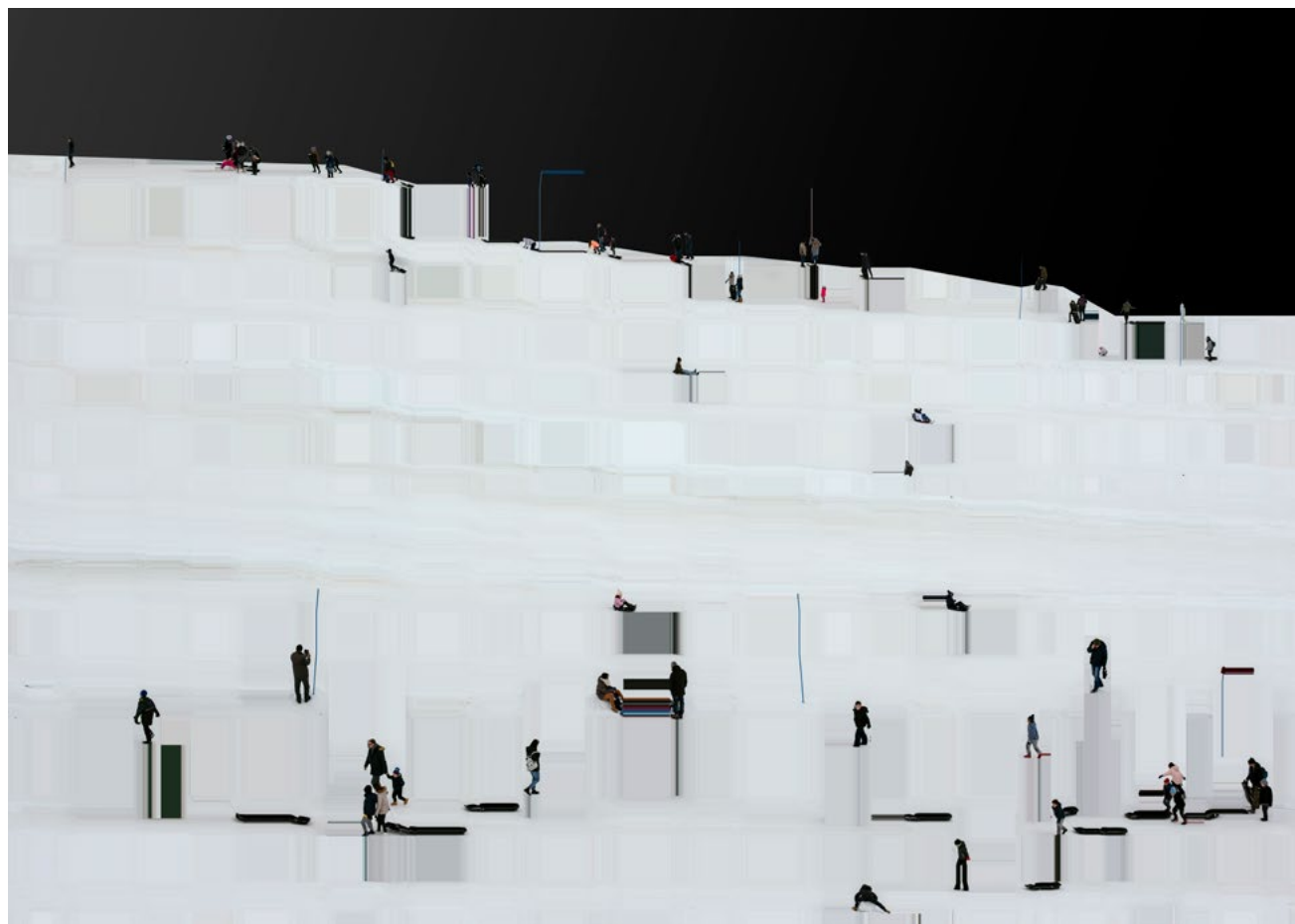


**Duty free | 2018**

150X190 cm

Archival Pigment printing

## The Certainty of Uncertainty: A survival Guide in a Fluidic Reality



**Mount Hermon #2 | 2020**

150X180 cm

Archival pigment print

A survival Guide in a Fluidic Reality : Merge visible

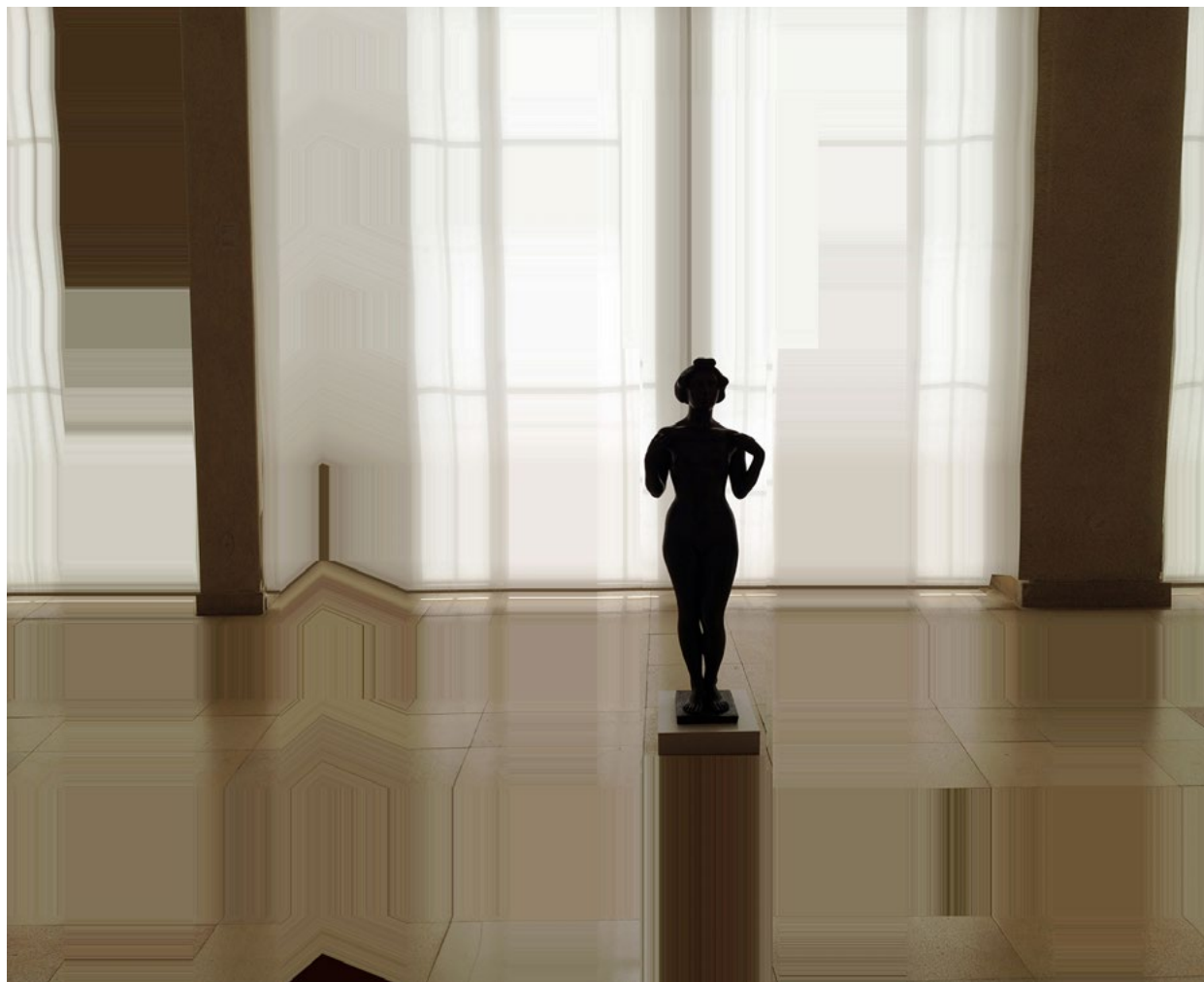


**A star plant | 2015**

40X60 cm

HD metal printing over aluminum board

A survival Guide in a Fluidic Reality : Merge visible | 2016



**Statue | 2014**  
50X60 cm  
Archival pigment print

## Artist Statement

My photography-based art is motivated by a desire to examine the aesthetic, cultural, and philosophical aspects of life on the borderline between the concrete and the digital spheres.

I create digital collages, sculptures, videos and installations that correspond to the history of the medium, I examine questions relating to its nature and its role in the culture, especially in light of the turning point in the medium (as well as our culture) with the development of digitization. A key point for me is how photography reflects the culture, how it is reflected in it and corresponds to it.

In my recent works I'm creating digital collages of urban scenes, then deconstructing them and reconstructing them as new and calibrated digital environments. Although the works are the product of a laborious, manual and low-tech process of stretching one pixel after the other, they may be defined by a meticulous, sleek, emotionally distant aesthetic with a high-tech appearance.

I explore the human experience challenge of the digital age – physical detachment vis-à-vis a digital connection. The construction of the square pixelate spaces is plastering the scene and unifies it – the spaces receive the same treatment and appear at first glance almost similar because of the technical treat. Moreover, what charms me most is the way the works reveal, the uniqueness of each place – The color palette underlying and constructing the image of the specific place, its lighting, the architectural structures and the nature of the characters occupying it, for their isolation and differential to the texture of the space around them is forcing the gaze toward them.

## Artist Bio

Asaf Gam HaCohen. (B. 1977). Lives and works in Tel Aviv, Israel.

Photographer, photography lecturer, art curator and award-winning artist.

As a photographer who has learned and evolved during the transition between analog and digital photography, my artistic practice is based on photography while thinking about the medium and the ongoing challenge of its boundaries.

In 2012 I won the Lottery Support for a solo exhibition, and in 2017 I won the Minister of Culture Award of artistic Creation and the Lottery Support in a Digital Catalog production.

In 2004, I graduated with a diploma in Practical Photography and Digital Media from Sapir College. In 2009 I completed my BFA degree in the Department of Film at Sapir College and in 2014 I completed my MA studies in the Cultural Research Unit at Tel Aviv University.

I started my artistic career in 2009, when I co-founded the Indie Gallery, a collaborative gallery focusing on the medium of photography. Over the years, I have presented four solo exhibitions in Israel, the Indie Gallery, the Minshar Gallery and the Photo Lab Gallery, and participated in a number of group exhibitions in Israel, Europe and the United States.

My works have been purchased by collectors and institutions in Israel, France, the United Kingdom and the United States.